The Relationship Between Food Delivery Apps Attributes Towards Customer Perceived Value Among Young Working Adults In Shah Alam

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Abstract: The development in sustenance delivery application is a huge reason to attribute to the customer in an incentive in Shah Alam, Malaysia. Mobile application had gathered this chance adjusting to restaurant and food delivery services, as an alternative to increase income and for customer to receive product and services. This research was designed to specifically explore five quality attributes representing conveniences, design, trustworthiness, price and various food choices associated with food delivery apps with consideration to their impact upon customer perceived value among young working adult. Result determined that price is the most important quality attribute of the food delivery app among young working adults as at this stage of age they are still in a process of career building. Plus, their monthly income also is below than RM2,000. Through a quantitative method using paper-based survey, a total of 276 surveys were collected. The paper-based survey or questionnaire was at Seksyen 7, Seksyen 9, Seksyen 13 and Seksyen 15 Shah Alam where the data collection of respondents is conducted.

Index Terms: Convenience, Customer Perceived Value, Design, Food Delivery Apps, Price, Trustworthiness, Various Food Choices, Young Working Adult

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1. INTRODUCTION

THE food delivery app has expanded in fame, the focused elements of the food delivery advertise have expended. The food delivery apps have increased in demand, the competitive dynamic of the food delivery apps market have growth in worldwide [12]. The mobile apps developers and retailers can use the overall characteristic and techniques of mobile apps as external inspiration to influence customers characteristic, which in turn, operate to the online purchasing behavior [13]. There are a few food delivery apps provides in Malaysia. The food delivery companies like Food Panda, Dah makan, Grab Food, Honest Bee, Delivery Eat, Shogun2u, mammam, and Running Man Delivery. Online food ordering and food delivery apps satisfied the need of busy individuals living in the cities that place their order online and receive the service within few minutes. A study regarding the food delivery apps and services has investigated the determinants of trust, satisfaction and loyalty mostly in the offline consumer environments [17]. In e-commerce environments, the time of the delivery service plays a crucial role in satisfying and retaining customers [30]. Ordering can fulfil the variable, particularly on-time delivery services, dominate the effects of overall customers satisfaction and evaluations. Base on urban dictionary, young working adult is a person between age 18 to mid-late twenties, which are 29 years old who is in the existence phase of finding where they fit throughout everyday life. These people are in the process of getting higher education, colleagues, graduating, seeking for jobs, maintaining their jobs, and building stable careers [1]. Prior to 1963, Shah Alam known as Sungai Renggam, it was an oil palm plantation area located between Petaling Jaya and Royal Klang City and it was linked to the only highway called as Federal Highway. City of Shah Alam was opened in 1963 aimed at being the centre of

Selangor administration after Kuala Lumpur was made as Federal Territory in February 1974. On 7 December 1978 on the consent of DTMM Sultan of Selangor, 8th, the late Sultan Salahuddin Abdul Aziz Shah Al-Haj, has declared Shah Alam as the capital of Selangor.

2 LITERATURE REVIEW

2.1 Convenience
Convenience is no longer an alternative, it's imperative. Customers want convenience and won't settle for bad, complicated or cumbersome experiences. Convenience is a universal draw and a motivator for customers to choose one company over another, as well as being a salient indicator of how your organization has committed to easing the lives of those customers. In a study about customer choice, 97 percent of participants stated that convenience was the primary criteria motivating their decision about where they spend their time and money [26].

2.2 Design
Grøtnes (2009) noticed that the most supported explanation behind mobile apps is comfortable and easy to use base of the structure of the apps to peruse and buy items [9]. Helpfulness and viability of convenient applications have been comprehensively perceived as essential structure segments in the past writing [19]. In this manner, it very well may be settled upon that versatile application ought to be intended for simplicity of requesting, and ought to be accessible whenever and at wherever. Nonetheless, it ought not be disregarded that buyers hate to sustenance conveyance applications to arrange 'food' uniquely in contrast to their do contrasted with when buying the product.

2.3 Trustworthiness
Given its certain significance to showcasing connections, it is unsurprising the trust issue got extensive consideration in past studies and is viewed as the supporting various communications both of the non-business and business consideration [2]. Nevertheless, while comprehension of the way by which trust impacts on exhibiting associations and

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relationship quality is all around made, there is altogether less in the technique for organizing observational research to address the progenitors of trust, in spite of that trust decision must be established on past rousing parts. We realize that trust is a forerunner of responsibility in a relationship [25] and that a decent, solid relationship can affect decidedly on a scope of result factors including offer of business, client backing and benefit [3].

2.4 Price

Price is a yield of business sectors or value setting (evaluating) choices. Taxes and different contracts can be seen as capacities with numerous information sources the yield is a present or future price. Price is likewise a contribution to business sectors, for example request reaction offer cost. Price is significant data. Given the present cost and some feeling of history, or both present and future costs, office the board frameworks can settle on mechanical choices on vitality utilization, timing of the procedure. Some buyers requested food delivery apps can be adequately returned, however sustenance order can't be the way they want it [5].
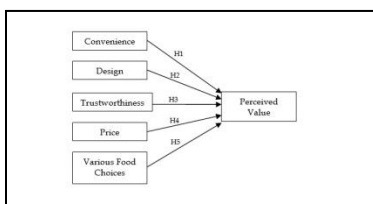
2.5 Various of Food Choice

The quality and sorts of sustenance's and refreshment assumed a vital job in assuring and framing consumer loyalty. Quality characteristics of nourishment and refreshment, for example smell, taste, quality, and other appearances are reliable and desire consequently [8]. In food delivery app industry, product has been chosen and displayed by caterers are selected for their colour and appearance attributes. These attributes help to draw consumer attention and later impact the decisions on whether they are buying or not buying the product. Taste and other appearance features are the consumer first impression of the food delivery apps services. Food and beverage quality is categorized as one of the essential elements of customer satisfaction and is an effective indicator of customer intention to return again to a particular restaurant.

2.6 Customer Perceived Value

Researchers and specialists will in general concur that recognizing proper quality characteristics of portable applications ought to be completely founded on the client assessment and have started to examine what versatile application quality ascribes would be imperative to drive introduces, help appropriation and addition client dedication [10]. Identified five essential quality attributes that included 'conveniences', 'trustworthiness', 'information quality', 'scope quality' and 'aesthetics' it based on user rating health and well-being mobile apps. A different study found that assessed mobile app quality is associated with user satisfaction.

2.7 Research Framework

Fig. 1. Research framework and the hypothesis for convenience, design, trustworthiness, price and various food choices towards customer perceived value.

3   METHODOLOGY

The research design is plan of the research projects that can be a guideline for the research to collect data and analyse their research. Research design can be defined as a guideline to ensure the information collected will be relevant and useful [33]. The proper research design will help to ensure the research on conducting effective. Quantitative research is the approach used in this study to obtain data and analysis of the research. Quantitative research focuses on statistical analysis of numerical data collected through the use of large-scale survey research, use method such as the questionnaires [27]. These studies frequently involve large sample size to have a more arithmetical controller for generalization of the findings. In quantitative approach, we primarily distribute to answer some of the research questions. The specific target population for this research was the consumer in Shah Alam area. The amount of population in Shah Alam estimated around 650,000 people [34]. The researchers' sample criteria are among young working adults, which is between 18 years old and 29 years old that used service of food delivery app. Proper selection of sample criteria will optimize the external and internal validity of the study. The sample size is the number of the target respondents that are selected among the population while distributing the survey questionnaire. The number of population of Shah Alam is estimated around 650,000 after estimating who use the food delivery apps services by using Krejcie & Morgan table [18] based on population, the number of questionnaires needed to be collected is 271 however we manage to collect 276 questionnaires to avoid rejected questionnaires.

3   DATA ANALYSIS, RESULTS AND DISCUSSIONS

4.1 Reliability Test

The reliability test (Cronbach's Alpha) was undertaken for the pilot test on Section B, C, and D all together. Cronbach's Alpha given a score for reliability or internal consistency of a scale and it is stated that as a number from zero to one with adequate values being at least 0.7 [21]. There for the result of Cronbach's Alpha value shown that is higher that 0.7 are considered acceptable and reliable.

TABLE 1
RELIABILITY STATISTIC FOR ALL VARIABLES

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.820	.823	18

4.2 Demographic

TABLE 2
DEMOGRAPHIC

Item		Frequency	Percentage %
Gender	Male	96	34.8
	Female	180	65.2
Age	18 – 20 Years Old	42	15.2
	21 – 24 Years Old	203	73.6
	25 – 29 Years Old	31	11.2
The most used application	Food Panda	203	73.6
	Grab Food	143	51.8
	Dah Makan	62	22.5
	Honest Bee	10	3.6
	Delivery Eat	4	1.4

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	Mammam	2	0.7
	Running Man	9	3.3
Monthly usage frequency	1-2 Times	173	62.7
	3-4 Times	82	29.7
	5-6 Times	15	5.4
	7-8 Times	4	1.4
	9 Times	2	.7
Monthly income	< RM2,000	223	80.8
	RM2,000 – RM3,999	35	12.7
	RM4,000 – RM5,999	12	4.3
	RM6,000 – RM8,999	4	1.4
	>RM9,000	2	7

Based on the table 2, female respondents are the highest compared to female respondents with 65.2% and 34.8% respectively. This shows that female frequently uses food delivery services compared to their counterpart. This is because women are fully aware that they are busy and had limited access of the services, their vulnerability rate to use the service is increased, especially after a lot of cases happened among women during working hours and during night time. The majority of the respondents are between 21 to 24 years old, representing 73.6% of the whole respondents, while the least respondents come from the age of 25 to 29 with 11.2%. Based on this data, this can be concluded that respondents who usually use this service are from 21 to 24 years old young working adults who used the services of food delivery apps because as they have a busy work schedule. The table above shows the frequency of respondent's chosen application to purchase the services. 73.6% of 203 respondents usually use this service from Food Panda, followed by 143 respondents (51.8%) who use Grab Food. Respondents Mammam are the least respondents with 0.8%. This shows that most respondents use this service by using Food Panda. The frequency of respondents using the food delivery apps services per week. 62.7% of 173 respondents usually use this service 1-2 times monthly, followed by 82 respondents (29.7%) who use it 3-4 times monthly. Respondents more than 9 times or more a month are the least respondents with 0.7%. This shows that most respondents use these services 1-2 times only in emergency cases and as a way to avoid traffic jam during the peak hours.

4.3 Descriptive Statistics

TABLE 3
DESCRIPTIVE STATISTICS

Variables	N	Mean	Std. Deviation
Convenience			
Using the food delivery app would be convenient for me	276	4.07	.692
The food delivery app would allow me to order food anytime	276	4.09	.750
The food delivery app would allow me to order food at any place	276	3.93	.824
Design			
The food delivery app structure is logical and easy to follow	276	3.97	.654
The food delivery app design is concise and easy to understand	276	3.99	.758
All the terms and conditions (e.g., payment, warranty) of the delivery app are easy to read/understand	276	4.03	.735
Trustworthiness			
I trust the food delivery apps	276	3.80	.697
I felt secure in ordering food through the food delivery app	276	3.78	.760
The information provided the delivery app is reliable	276	3.86	.727
Price			
When I order through the food delivery app, the food is valuable based on the price	276	3.77	.792
When I order food through the delivery app, the food is economical	276	3.67	.761
When I order food through the delivery app, the food is reasonably priced	276	3.61	.844
Various Food Choices			
The food delivery app offers a variety of restaurant choices	276	3.74	.705
The food delivery app offers a variety of food choices	276	3.79	.740
I can order food while a wide range of prices through the food delivery app	276	3.80	.797
Customer Perceived Value			
I feel I am getting good food product with a reasonable price when I use the food delivery app	276	3.70	.810
Using the food delivery app is worthy for me to devote my time and efforts	276	3.88	.756
Compared with conventional food purchasing ways, it is wise to use the food delivery app	276	3.88	.814

4.4 Correlation

TABLE 4
CORRELATION

Hypothesis	Remarks	Pearson Correlation	Strength
H1: There is a positive relationship between convenience and customer perceived value	Supported	.392	Small but definite relationship
H2: There is a positive relationship between design and customer perceived value	Supported	.306	Small but definite relationship
H3: There is a positive relationship between trustworthiness and customer perceived value	Supported	.439	Moderate
H4: There is a positive relationship between price and customer perceived value	Supported	.595	Moderate
H5: There is a positive relationship between various food choices and customer perceived value	Supported	.545	Moderate

4.4 Discussion

Objective 1: To Identify the Relationship between Food Delivery Apps Attributes towards Customer Perceived Value among Young Working Adult in Shah Alam, Selangor, Malaysia. From the research findings and to identify the relationship between food delivery apps attributes towards customer perceived value among young working adult in Shah Alam, Selangor, Malaysia. From the analysis, all the

relationship was supported, but in different strength. There is a positive relationship between convenience and customer perceived value and has a moderate contribution to the customer perceived value. Trustworthiness was the highest result of respondents where they are concerned about the services trust on the product and services, the up-to-date equipment to feel comfort when using the services of the food delivery apps. Meanwhile, there is a positive relationship between design and customer perceived value, has a small but definite relationship. The majority of respondents are young working adult age between 21 and 24 years old. The reliability in the context of the service quality is defined as offering the right services to the respondents at the first time so that the respondents get more satisfied. Besides, it is important for food delivery apps to keep to their promises on doing something at a certain time, so that respondents won't be disappointed looking forward to it. There is a positive relationship between trustworthiness and customer perceived value, but has small definite relationship. Other than that although the customer services provided by food delivery apps company staffs is below satisfactory so the food delivery apps customer services should meet the needs of respondents to get customer retention. There is a positive relationship between design and perceived value, it's because respondent wants the apps of food delivery to be more simple and not complicated to use. Respondent prefers each staff to individually pay attention to each customer. Respondent also wants staff with better understanding. There is a positive relationship between various food choices and customer perceived value, has a small but definite relationship. Respondent wants the food delivery apps to provide information in an easy way so that it wouldn't be hard for them looking for the information they want such as always inform respondents by social media. Objective 2: To Identify the Most Influences Attribution of Food Delivery Apps towards Customer Perceived Value among Young Working Adult. From the research findings and from the answers to the research open questions. Price was the highest relationship towards customer perceived value as most of the respondents are young working adults. They are in the stage of building their career. Furthermore, most of the respondents' monthly income are below than RM2,000 (80.8%). Therefore, they are more concern about the price charged by the food delivery app. From the analysis shows, indeed, food delivery apps in Shah Alam were practicing service quality practices in the processes of service delivery to a moderate extend which had a positive effect on the relationship between service quality among young working adult towards customer retention. According to Parasuraman et al (1985), is how the service provider is able to provide service to a respondent as promised, dependable as promised, dependable in handling respondent service problems, performs service right at the first time, provide services as promised time and keep respondents informed about the services performed. The study further concluded that the adoption of food delivery apps service quality in Shah Alam, Selangor had a positive relationship of customer perceived value in term of trustworthiness. This relationship, if properly harnessed, could be used to ensure efficient and timely service of food delivery apps. Food delivery apps should be aware and improve in term of the value that reliable. Based on analysis found that respondent prefers a reliable service rather than having a problem with the apps or late food delivery problems. Providers first and best efforts are better to be on spending making service reliable.

5 CONCLUSION

From the research findings and the answers to the research open-ended questions, some conclusions can be made about the study. We conclude that price has the highest relationship towards customer perceived, because from the analysis, it shows that the respondent's concern about the services by the food delivery app that is convenience, design, trustworthiness and various food choices are positively related to customer perceived value but with a small contribution. The recommendation for the food delivery app companies is to improve their price of the food in the food delivery app as mentioned from the respondent in open-ended question. They can have various food prices from the entire various restaurants that they have listed in the food delivery app. They can list from the reasonable to the expensive food for the young working adult to choose from. Additionally, the food delivery app companies assure the food from the restaurants has to be economical for the young working adult so that will keep on using the food delivery app. Other than that, food delivery app companies also have to assure that the restaurant that are listed under their app has various food choices of the young working adults to choose from for their meals. The food delivery app companies also could give the options for the young working adult to choose the food from the budget that they have for them to purchase their meals.

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